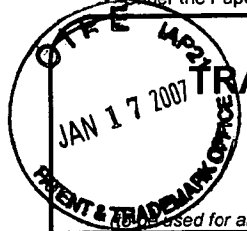


JFK

PTO/SB/21 (09-06)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Application Number	10/618,154
Filing Date	July 11, 2003
First Named Inventor	M. Scott Reichardt
Art Unit	2614
Examiner Name	
Attorney Docket Number	UV-174 Cont. 2

ENCLOSURES (Check all that apply)

- ☐ Fee Transmittal Form
- ☐ Fee Attached
- ☐ Amendment/Reply
- ☐ After Final
- ☐ Affidavits/declaration(s)
- ☐ Extension of Time Request
- ☐ Express Abandonment Request
- ☒ Information Disclosure Statement

- ☐ Certified Copy of Priority Document(s)
- ☐ Reply to Missing Parts/
Incomplete Application
- ☐ Reply to Missing Parts
under 37 CFR 1.52 or 1.53

- ☐ Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a
Provisional Application
- ☐ Power of Attorney, Revocation
Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
- ☐ CD, Number of CD(s) _____
- ☐ Landscape Table on CD

- ☐ After Allowance Communication to TC
- ☐ Appeal Communication to Board
of Appeals and Interferences
- ☐ Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)
- ☐ Proprietary Information
- ☐ Status Letter
- ☒ Other Enclosure(s) (please identify
below):
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Remarks

The Director is hereby authorized to charge payment of any additional filing fees or surcharges required under 37 C.F.R. § 1.16 and § 1.17, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, (Order No. 003597-0174). A duplicate copy of this transmittal letter is transmitted herewith.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	FISH & NEAVE IP GROUP OF ROPES & GRAY		
Signature			
Printed name	Brian E. Mack		
Date	January 12, 2007	Reg. No.	57,189

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ROSE MARIE CHANRAJ

Date January 12, 2007

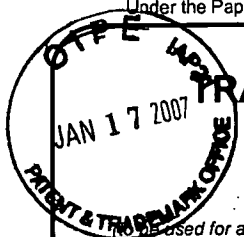
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M. Scott Reichardt

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

FISH & NEAVE IP GROUP OF ROPES & GRAY

Signature

Printed name

Brian E. Mack

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PATENTS

Attorney Docket No. UV-174 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.
Application No. : 10/618,154 Confirmation No. 4144
Filed : July 11, 2003
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Group Art Unit : 2614

New York, New York 10020
January 12, 2007

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants
hereby make the following references of record in the above-
identified patent application:

U.S. Patent Documents

5,583,560	Florin et al.	12-10-1996
5,585,866	Miller et al.	12-17-1996
5,812,123	Rowe et al.	09-22-1998
6,034,677	Noguchi et al.	03-07-2000
6,617,931	Alexander et al.	01-23-2001
6,518,986	Mugura, Kazuto	02-11-2003
6,600,503	Stautner et al.	07-29-2003
6,732,369	Schein et al.	05-04-2004
6,928,652	Goldman, Phillip Y.	08-09-2005
7,058,635	Shah-Nazaroff et al.	06-06-2006

/Hoang Vu Nguyen Ba/

03/12/2008

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /HAN/

The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate). Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), copies of the above "U.S. Patent Documents" are not provided.

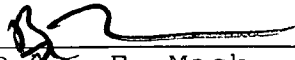
Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

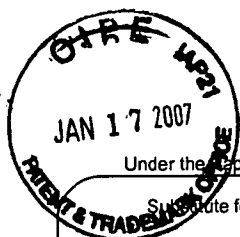
This Statement is being submitted before the mailing of a First Office Action on the merits. Accordingly, applicants believe that no fee is due. If, however, a fee is due, the Director is hereby authorized to charge any such fee to Deposit Account No. 06-1075 (Order No. 003597-0174).

Consideration of the foregoing in relation to this
patent application is respectfully requested.

Respectfully submitted,



Brian E. Mack
Registration No. 57,189
Agent for Applicants
FISH & NEAVE IP GROUP
ROPES & GRAY LLP
Customer No. 1473
1251 Avenue of the Americas
New York, New York 10020-1105
Tel.: (212) 596-9000
Fax: (212) 596-9090



Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	10/618,154
Filing Date	July 11, 2003
First Named Inventor	M. Scott Reichardt
Art Unit	2614
Examiner Name	
Attorney Docket Number	UV-174 Cont. 2

Sheet

1

of

1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		5,583,560	12-10-1996	Florin et al.	
		5,585,866	12-17-1996	Miller et al.	
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		6,928,652	08-09-2005	Goldman, Phillip Y.	
		7,058,635	06-06-2006	Shah-Nazaroff et al.	

Examiner
Signature

/Hoang Vu Nguyen Ba/

Date
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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